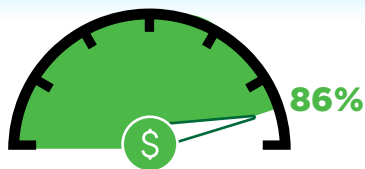




## Hitting the Road

The need to fuel up remains a strong trip driver for the convenience channel

The forecourts at convenience stores are buzzing with activity once again. According to the *2023 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500 consumers who shop a c-store at least once a month, purchase incidence of fuel significantly increased year over year, likely driven by heightened post-pandemic travel. Generation Z and millennial c-store shoppers, in particular, are driving the monthly trip average up.



**MORE THAN EVER**, price is king when it comes to where consumers choose to fuel up. In this year's study, the percentage of shoppers rating price as an extremely important or very important decision factor jumped 5 points year over year to reach 86%.

**GENERATION X (89%) AND BOOMERS (89%)** put even more emphasis on price than other generations.



**A convenient location also greatly matters to more than three-quarters of fuel purchasers.**

**ADDITIONALLY**, the store or gasoline brand is growing in importance. While this strongly matters to fewer shoppers overall (44%), **THE NUMBER WHO RATED IT AS IMPORTANT ROSE 5 POINTS THIS YEAR.**

**25%**

**A quarter of fuel purchasers choose to only buy from convenience store locations.**



**AMONG THOSE WHO ALSO BUY ELSEWHERE, THE TOP THREE FUEL COMPETITORS TO C-STORES ARE:**

- Gas-only retailer
- Mass/supercenter retailer
- Wholesale club